

**Counties: Talladega, AL**

2000 Total Population	80,321
2000 Group Quarters	3,701
2008 Total Population	80,937
2013 Total Population	81,455
2008 - 2013 Annual Rate	0.13%



2000 Households	30,674
2000 Average Household Size	2.5
2008 Households	31,347
2008 Average Household Size	2.47
2013 Households	31,822
2013 Average Household Size	2.45
2008 - 2013 Annual Rate	0.3%
2000 Families	21,911
2000 Average Family Size	3
2008 Families	22,128
2008 Average Family Size	3.01
2013 Families	22,236
2013 Average Family Size	3.01
2008 - 2013 Annual Rate	0.1%



<b>2000 Housing Units</b>	34,469
Owner Occupied Housing Units	67.9%
Renter Occupied Housing Units	21.1%
Vacant Housing Units	11.0%
<b>2008 Housing Units</b>	36,607
Owner Occupied Housing Units	65.9%
Renter Occupied Housing Units	19.7%
Vacant Housing Units	14.4%
<b>2013 Housing Units</b>	37,878
Owner Occupied Housing Units	63.9%
Renter Occupied Housing Units	20.1%
Vacant Housing Units	16.0%

**Median Household Income**

2000	\$31,625
2008	\$36,279
2013	\$39,291

**Median Home Value**

2000	\$61,969
2008	\$87,884
2013	\$91,380

**Per Capita Income**

2000	\$15,704
2008	\$17,937
2013	\$19,487

**Median Age**

2000	36.6
2008	38.6
2013	40.2

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Talladega, AL

**2000 Households by Income**

Household Income Base	30,686
< \$15,000	25.9%
\$15,000 - \$24,999	15.2%
\$25,000 - \$34,999	13.4%
\$35,000 - \$49,999	17.5%
\$50,000 - \$74,999	16.4%
\$75,000 - \$99,999	6.4%
\$100,000 - \$149,999	3.5%
\$150,000 - \$199,999	0.8%
\$200,000+	0.9%
Average Household Income	\$40,753

**2008 Households by Income**

Household Income Base	31,347
< \$15,000	22.2%
\$15,000 - \$24,999	14.0%
\$25,000 - \$34,999	12.1%
\$35,000 - \$49,999	16.8%
\$50,000 - \$74,999	20.6%
\$75,000 - \$99,999	7.5%
\$100,000 - \$149,999	5.1%
\$150,000 - \$199,999	0.7%
\$200,000+	1.0%
Average Household Income	\$44,990

**2013 Households by Income**

Household Income Base	31,822
< \$15,000	20.5%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	15.4%
\$50,000 - \$74,999	22.4%
\$75,000 - \$99,999	8.7%
\$100,000 - \$149,999	5.9%
\$150,000 - \$199,999	0.9%
\$200,000+	1.0%
Average Household Income	\$48,407

**2000 Owner Occupied HUs by Value**

Total	23,423
<\$50,000	39.5%
\$50,000 - 99,999	37.3%
\$100,000 - 149,999	12.1%
\$150,000 - 199,999	5.5%
\$200,000 - \$299,999	3.8%
\$300,000 - 499,999	1.3%
\$500,000 - 999,999	0.5%
\$1,000,000+	0.1%
Average Home Value	\$80,378

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	7,133
With Cash Rent	83.9%
No Cash Rent	16.1%
Median Rent	\$254
Average Rent	\$250

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Talladega, AL



## 2000 Population by Age

Total	80,321
0 - 4	6.3%
5 - 9	6.9%
10 - 14	7.3%
15 - 19	7.3%
20 - 24	6.2%
25 - 34	13.6%
35 - 44	15.3%
45 - 54	14.0%
55 - 64	9.8%
65 - 74	7.4%
75 - 84	4.5%
85+	1.4%
18+	75.0%

## 2008 Population by Age

Total	80,937
0 - 4	6.4%
5 - 9	6.3%
10 - 14	6.4%
15 - 19	6.5%
20 - 24	6.1%
25 - 34	13.4%
35 - 44	14.0%
45 - 54	14.8%
55 - 64	12.3%
65 - 74	7.6%
75 - 84	4.5%
85+	1.8%
18+	77.5%

## 2013 Population by Age

Total	81,455
0 - 4	6.2%
5 - 9	6.1%
10 - 14	6.4%
15 - 19	6.5%
20 - 24	5.9%
25 - 34	12.2%
35 - 44	13.3%
45 - 54	14.5%
55 - 64	13.9%
65 - 74	8.3%
75 - 84	4.7%
85+	2.0%
18+	77.8%

## 2000 Population by Sex

Males	48.9%
Females	51.1%

## 2008 Population by Sex

Males	49.2%
Females	50.8%

## 2013 Population by Sex

Males	49.2%
Females	50.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Talladega, AL****2000 Population by Race/Ethnicity**

Total	80,321
White Alone	67.0%
Black Alone	31.5%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.3%
Two or More Races	0.7%
Hispanic Origin	1.0%
Diversity Index	46.2

**2008 Population by Race/Ethnicity**

Total	80,937
White Alone	64.9%
Black Alone	33.2%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.4%
Two or More Races	0.9%
Hispanic Origin	1.5%
Diversity Index	48.5

**2013 Population by Race/Ethnicity**

Total	81,455
White Alone	63.6%
Black Alone	34.1%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.6%
Two or More Races	1.0%
Hispanic Origin	1.9%
Diversity Index	49.9

**2000 Population 3+ by School Enrollment**

Total	77,243
Enrolled in Nursery/Preschool	1.5%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	12.3%
Enrolled in Grade 9-12	6.1%
Enrolled in College	3.1%
Enrolled in Grad/Prof School	0.3%
Not Enrolled in School	75.2%

**2008 Population 25+ by Educational Attainment**

Total	55,278
Less than 9th Grade	8.0%
9th - 12th Grade, No Diploma	17.3%
High School Graduate	36.8%
Some College, No Degree	19.6%
Associate Degree	5.7%
Bachelor's Degree	7.7%
Graduate/Professional Degree	5.0%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Talladega, AL****2008 Population 15+ by Marital Status**

Total	65,459
Never Married	22.5%
Married	58.2%
Widowed	8.3%
Divorced	11.0%

**2000 Population 16+ by Employment Status**

Total	62,620
In Labor Force	55.2%
Civilian Employed	50.9%
Civilian Unemployed	4.3%
In Armed Forces	0.0%
Not in Labor Force	44.8%

**2008 Civilian Population 16+ in Labor Force**

Civilian Employed	91.4%
Civilian Unemployed	8.6%

**2013 Civilian Population 16+ in Labor Force**

Civilian Employed	92.1%
Civilian Unemployed	7.9%

**2000 Females 16+ by Employment Status and Age of Children**

Total	32,407
Own Children < 6 Only	7.7%
Employed/in Armed Forces	4.4%
Unemployed	0.5%
Not in Labor Force	2.8%
Own Children < 6 and 6-17 Only	5.5%
Employed/in Armed Forces	3.2%
Unemployed	0.3%
Not in Labor Force	2.0%
Own Children 6-17 Only	16.9%
Employed/in Armed Forces	11.3%
Unemployed	0.6%
Not in Labor Force	4.9%
No Own Children < 18	69.9%
Employed/in Armed Forces	26.5%
Unemployed	3.3%
Not in Labor Force	40.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



Counties: Talladega, AL

**2008 Employed Population 16+ by Industry**

Total	36,067
Agriculture/Mining	2.6%
Construction	8.2%
Manufacturing	21.2%
Wholesale Trade	2.8%
Retail Trade	12.0%
Transportation/Utilities	4.6%
Information	1.3%
Finance/Insurance/Real Estate	4.3%
Services	37.2%
Public Administration	5.8%

**2008 Employed Population 16+ by Occupation**

Total	36,067
White Collar	48.5%
Management/Business/Financial	9.1%
Professional	17.3%
Sales	11.0%
Administrative Support	11.0%
Services	14.5%
Blue Collar	37.0%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	7.9%
Installation/Maintenance/Repair	7.1%
Production	13.1%
Transportation/Material Moving	8.5%

**2000 Workers 16+ by Means of Transportation to Work**

Total	31,443
Drove Alone - Car, Truck, or Van	83.9%
Carpooled - Car, Truck, or Van	12.2%
Public Transportation	0.7%
Walked	1.2%
Other Means	0.8%
Worked at Home	1.2%

**2000 Workers 16+ by Travel Time to Work**

Total	31,443
Did Not Work at Home	98.8%
Less than 5 minutes	3.6%
5 to 9 minutes	13.7%
10 to 19 minutes	33.0%
20 to 24 minutes	13.5%
25 to 34 minutes	15.1%
35 to 44 minutes	3.6%
45 to 59 minutes	6.7%
60 to 89 minutes	6.4%
90 or more minutes	3.1%
Worked at Home	1.2%
Average Travel Time to Work (in min)	25.1

**2000 Households by Vehicles Available**

Total	30,674
None	10.2%
1	30.0%
2	36.6%
3	16.2%
4	4.6%
5+	2.3%
Average Number of Vehicles Available	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Talladega, AL



## 2000 Households by Type

Total	30,674
Family Households	71.4%
Married-couple Family	52.4%
With Related Children	23.5%
Other Family (No Spouse)	19.1%
With Related Children	12.7%
Nonfamily Households	28.6%
Householder Living Alone	25.9%
Householder Not Living Alone	2.7%

Households with Related Children	36.2%
Households with Persons 65+	25.3%

## 2000 Households by Size

Total	30,674
1 Person Household	25.9%
2 Person Household	33.2%
3 Person Household	18.7%
4 Person Household	14.1%
5 Person Household	5.5%
6 Person Household	1.8%
7+ Person Household	0.9%

## 2000 Households by Year Householder Moved In

Total	30,674
Moved in 1999 to March 2000	15.3%
Moved in 1995 to 1998	27.2%
Moved in 1990 to 1994	15.4%
Moved in 1980 to 1989	17.1%
Moved in 1970 to 1979	11.7%
Moved in 1969 or Earlier	13.3%
Median Year Householder Moved In	1993



## 2000 Housing Units by Units in Structure

Total	34,469
1, Detached	62.4%
1, Attached	1.1%
2	3.0%
3 or 4	2.8%
5 to 9	1.9%
10 to 19	0.4%
20+	1.9%
Mobile Home	26.3%
Other	0.3%

## 2000 Housing Units by Year Structure Built

Total	34,469
1999 to March 2000	2.4%
1995 to 1998	10.3%
1990 to 1994	8.5%
1980 to 1989	19.2%
1970 to 1979	18.0%
1969 or Earlier	41.5%
Median Year Structure Built	1975

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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**Top 3 Tapestry Segments**

1.	Southern Satellites
2.	Rural Bypasses
3.	Rustbelt Retirees



**2008 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$42,104,434
Average Spent	\$1,343.17
Spending Potential Index	50
Computers & Accessories: Total \$	\$4,209,702
Average Spent	\$134.29
Spending Potential Index	56
Education: Total \$	\$22,090,092
Average Spent	\$704.70
Spending Potential Index	51
Entertainment/Recreation: Total \$	\$75,041,959
Average Spent	\$2,393.91
Spending Potential Index	64
Food at Home: Total \$	\$98,660,986
Average Spent	\$3,147.38
Spending Potential Index	64
Food Away from Home: Total \$	\$66,242,167
Average Spent	\$2,113.19
Spending Potential Index	62
Health Care: Total \$	\$92,360,792
Average Spent	\$2,946.40
Spending Potential Index	72
HH Furnishings & Equipment: Total \$	\$39,612,038
Average Spent	\$1,263.66
Spending Potential Index	55
Investments: Total \$	\$14,821,869
Average Spent	\$472.83
Spending Potential Index	47
Retail Goods: Total \$	\$541,507,369
Average Spent	\$17,274.62
Spending Potential Index	64
Shelter: Total \$	\$263,314,283
Average Spent	\$8,399.98
Spending Potential Index	54
TV/Video/Sound Equipment: Total \$	\$27,902,412
Average Spent	\$890.11
Spending Potential Index	62
Travel: Total \$	\$33,202,585
Average Spent	\$1,059.19
Spending Potential Index	56
Vehicle Maintenance & Repairs: Total \$	\$19,671,614
Average Spent	\$627.54
Spending Potential Index	63

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.